

**California Service Corps
Marketing Task Force Meeting
October 20, 2005**

Entertainment Industry Foundation
11132 Ventura Boulevard, 4th Floor
Studio City, CA 91604

AGENDA

**Thursday, October 20, 2005
3:00 p.m. – 4:30 p.m.**

- A) Welcome and Task Force Mandate
- B) Landscape Scan
 - Needs and Opportunities for Marketing Service and Volunteerism
- C) Marketing Campaign Priorities
 - What to market, why and to whom?
- D) Campaign Elements
 - Goals
 - Outcomes
 - Audiences
 - Messages
 - Mediums
 - Partners
- E) Next Steps

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The meeting is accessible to the physically disabled. A person who needs disability-related accommodations or modifications in order to participate in the meeting shall make a request no later than five (5) working days before the meeting to the Board by contacting Judith Mori at 916/323-7646 or by sending a written request to the California Service Corps, 1110 K Street, Suite 210, Sacramento, CA 95814. Requests for further information should be directed to Judith Mori at the same address and telephone number.

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<http://www.csc.ca.gov/aboutus/agendas.asp> or by going to the California Service Corps website at www.csc.ca.gov, click on About Us, Commission, Meeting Agendas.